

# EVOLVE AND GROW COACHING



**BUILD  
AND  
GROW**  
*Academy*

“

Time is a scarce resource and I will always say if I could do things differently I would have come off the tools sooner. Why? It is what enabled me to build and grow my business.

Putting down the plunger to focus on developing a business that is organised and functional without compromising on quality was top of my agenda, and to do this I needed to be behind a desk, not down a bog.

”



**Charlie Mullins OBE**  
**Founder and Chairman of Pimlico Plumbers**



“

At last! Some real sound advice from a true expert in the construction and trade industries, an expert who will actually show you how to make your business grow and work for you from the foundation up.

”



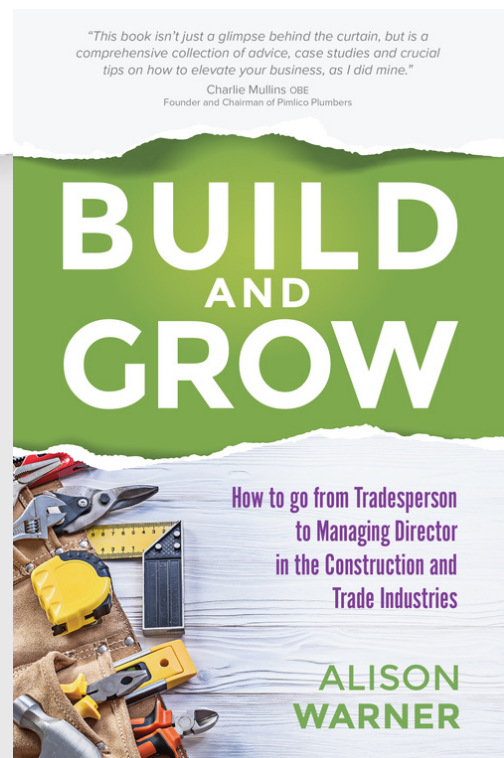
**Claire Byrne ACMA**  
**Head of Finance, Checkatrade.com**



# BUILD AND GROW

HOW TO GO FROM TRADESPERSON  
TO MANAGING DIRECTOR IN THE  
CONSTRUCTION AND TRADE  
INDUSTRIES

*Alison Warner*

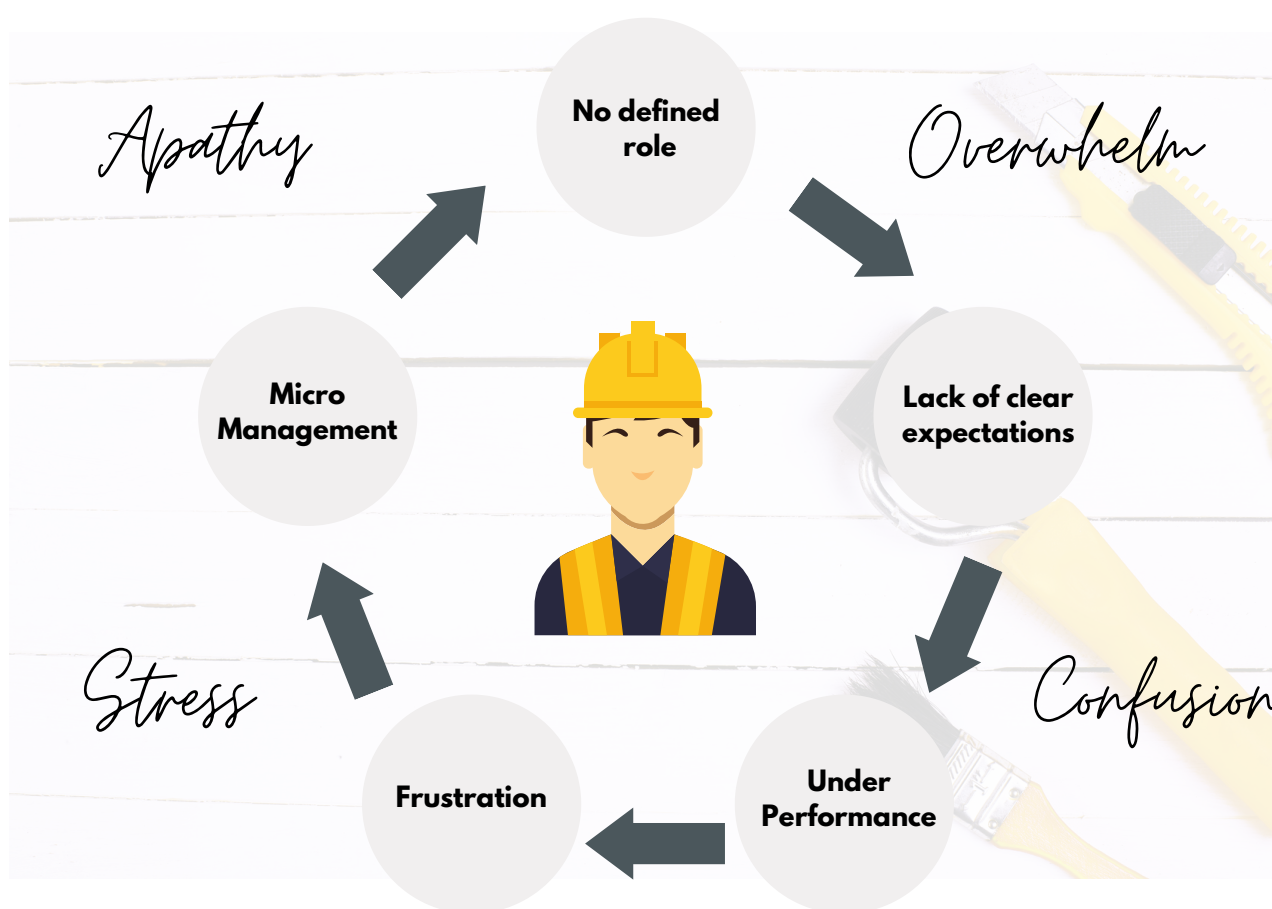


# STUCK IN THE *Struggle*



There is a common journey that businesses like yours go through. We work with business owners from the trade and construction industry, from across the UK, and see similar struggles and challenges that show up time and time again.

Business owners end up stuck "on the tools" and stuck in the struggle of working hard in their business, rather than working smartly on growing their business. Construction businesses often have no shortage of demand, but there is no structure in place to deal with it. Having no one in the business with clearly defined roles can lead to a challenging cycle of struggle, with business owners and employees feeling frustrated.



## TAKE THE SCORECARD

Discover the health of your Construction or Trade business in 4 areas:

- Sales/Marketing
- Customer
- Team
- Finance/Systems

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**There are three main frustrations that we see again and again:**

## **LACK OF ORGANISATION**

Enquiries are regular but the processes and systems to deal with them effectively are often a struggle. Often much of the running of the business happens in just one person's head - often the owner. They have to remember who needs to be invoiced, what materials are required for the job, and everything that needs to happen, in exact order on every site. As impressive as it is for one person to be able to remember so much - the stress and energy-zapping nature of running a business like this inevitably takes its toll. The business owner faces burn out - and too often important details continuously slip through the cracks. Without proper systems and processes, opportunities get missed, and jobs remain in a pinch point with frustrated clients and dwindling profits. With a lack of visibility of meaningful financial information, there are limits put on effective decision making. If you don't know where your business is, it's hard to plan for where it's going.

## **LACK OF RESOURCES**

Business owners often grapple with not being able to afford to get help in running and growing their business. By not having someone to deal with invoicing, pricing and booking in jobs, chasing payments and monitoring cash flow, many aspects of the business get forgotten and overlooked. Lack of resources, either financial resources or practical resources (such as marketing knowledge) consistently cap the growth of the business. A lack of time results in the business running you, rather than you running the business. Without having time set aside to manage your business, you are likely to be fire fighting all day, every day - responding to whatever you feel is the most urgent demand on your time, rather than the most important needs of your business.

## **LACK OF KNOWLEDGE OVER THE NUMBERS**

With a lack of clarity over numbers, business owners are often unable to understand how much they are making from each job, understanding future cash flow, making it impossible to make informed decisions. A lack of working capital can keep your business stuck in the struggle of business growing pains. With a lack of clarity over how much money you are turning over, and how much profit your business is making - you can end up with poor cash flow, low-profit margins and a tough business to run day to day.

# FROM TRADEPERSON TO

## *Managing Director*



**It's impossible to build a profitable construction or trades business with consistent profit and growth by accident. Building a thriving business requires more than just a set of construction skills and being "on the tools".**

### **CUSTOMER SERVICE**

No matter the size or complexity of your business, you must deliver exceptional customer service. We live in a world where reviews lead to views, and you can win or lose thousands of pounds of business within a few clicks of a smartphone. Are you measuring the service your company provides? Do you regularly conduct market research? Do you strategically work towards not only meeting expectations but exceeding your customer's expectations?

### **MARKETING**

Is there something special or extraordinary about the services your company offers? Today, many people think being a friendly family run business is enough to set them apart from their competitors - and it isn't. How does your business fare in the digital world? How do ensure you are attracting and connecting with customers that want to pay top rates for an exceptional service, rather than time-wasters who want to cut down every quote?

### **TEAM**

Building a team, who are passionate, reliable and dedicated to their work can be a challenge for many business owners, in all industries. Do you have the right number of people on your team? By keeping your team small, you can of course prevent your business's growth. In some cases, it can be detrimental to customer service, and the opportunity to add value and expertise to your jobs. When you have an engaged team, everything in your business becomes easier. Your team are confident and capable to think for themselves, go out of their way to do more, and empower you to get on and run your business.

### **FINANCE AND SYSTEMS**

This area is what distinguishes busy businesses from profitable ones. No one wants to be working for endless hours, on endless jobs, and have little profit to show for it. Knowing your numbers is the number one way to grow a business and make your success a reality. No doubt when you started your business, you set out to change your life and the lives of those you love. Being financially savvy and having robust systems in place, will create success and a solid, thriving business. It is one thing to just work hard, it is another to have a plan that supports your goals and systems that work hard to achieve them.

# JOIN THE **BUILD AND GROW** *Academy*



**TRANSFORM OUR CONSTRUCTION BUSINESS - 7 STEPS TO SUCCESS**



## **WHAT TO EXPECT WITH THE ACADEMY**

**7 X INDUSTRY SPECIFIC BUSINESS DEVELOPMENT COURSES,  
DESIGNED TO TRANSFORM THE SUCCESS OF YOUR BUSINESS**

- Digital portal Academy access 24/7
- Content designed for busy business owners - like you.
- 12 month development and action plan including tools and resources
- Detailed workbooks and action guides provided for each module
- Achieve results whilst continuing to run your business
- Monthly Q&A live sessions with Alison Warner



## 7 STEPS TO SUCCESS

1

### VISION

Regardless of your background or experience, your vision can determine the future success of your business. Having a vision provides a sense of purpose and direction for you and your team. Your vision will help you define your short and long-term goals, and guide you towards making better decisions.

2

### NUMBERS

Sharpening your skill with numbers to ensure you are pricing effectively, improving cash flow, and creating financial forecasts. Understanding the numbers and finances within your business increases the likelihood of adding value, reducing losses, and ensuring every aspect of your work is profitable.

3

## **CUSTOMER SERVICE/OPERATIONS**

Transforming the experience for your customers and building robust operations to ensure customer satisfaction, can reduce bottlenecks in the business, and increase recommendations. By mapping out the customer journey from enquiry to completion of the job, bottlenecks can be identified and removed, ensuring a smooth efficient process.

4

## **PEOPLE**

Creating the right company culture can increase the strength and resilience of your business. Having the right people in your business empowers you to focus on business development, and allows you to down tools and lead. When you have the right people, in the right roles, working together to achieve your goals, anything is possible.

5

## **SYSTEMS**

Reduce stress and eliminate any costly errors incurred in the everyday running of your business. Work on projects and tasks that are high value, and move the business forward towards your goals. Escaping the day to day struggles of your business is essential when learning to lead.

6

## **MARKETING**

Developing (and implementing) a marketing strategy is vital for any business. Today your prospective customers are looking for you and your services in places that hadn't even been invented 20 years ago. The focus of your strategy should be making sure that your services meet your customer's needs and to develop great relationships with your customers. By developing strong relationships with other trades who you can pass business to, you in turn can attract additional business time and again.

7

## **SALES**

Stop making accidental sales and learn how to be more in control of your sales process. You may have an incredible team of skilled trades people, but if you can't communicate with your prospects with clarity - they will lack an understanding of the value of your work. Identify opportunities to increase your average spend, improve the closing of sales and build repeat business into your systems.



# WHAT OUR CLIENTS SAY ABOUT THE BUILD AND GROW *Programmes*



We are proud to have created the Build and Grow Academy to develop your skills in the specific areas that make a difference to the health of your business today and the wealth of your future tomorrow. But you don't have to just listen to us. Listen to our clients about their experiences with working with us at Evolve and Grow.

## *Systems*



“ I have completely come off the tools, attained office space, employed two more office staff, doubled the number of projects that we run at one time and implemented systems that set us apart - all within 9 months. ”

**John Newland-Jenner**

JNJ Building Solutions

## *People*



“ We now understand where individual strengths lie and have moved team members into new roles in which they are performing to an extremely high standard. ”

**Ashley Weight**

Shutters Up

## *Profits*



“ Alison taught me to utilise the numbers our accounts generated and use them in ways I could not of conceived of. We now have a healthy bank balance, are able to pay bills on time, no longer have accounts on stop, never worry when it comes to payday and are able to enjoy the business we have grown. ”

**Lee Sadler**

VGS

## *Our Future*



“ The advice and direction Alison gives is proving invaluable to our company and we are very excited for our future. Alison is helping us to shape our business to a place where we could not have managed without her expert guidance. ”

**Sharon Benjamin**

Earlybirds Renovations Ltd.

# IS YOUR BUSINESS READY TO BUILD AND GROW?



## Invest in your future and build a business that works for you.

In any successful business there are 7 major areas to get control of in order for your business to become more valuable, more scalable and more profitable.

Our training portal guides you to develop these assets quickly and strategically. The system has been developed by award winning business leader and expert Alison Warner. Our business development training takes all the guesswork out of growing your construction or trade business.

The 7 areas can be worked out over 12 months, making sure you are continuing to give your business your focus, and simply adding in the tools and training into your everyday work as you go.

The Build and Grow Academy leads to growing your business profits and enhancing the value of what you do. Ensure your business, your team and your future are positively under construction.

### BEFORE

- Overwhelmed & overworked
- Constantly fighting fires
- Unable to plan for future projects, held back by limited cashflow

### AFTER

- Positive & in control
- Leading a team who are keen and able to manage their tasks
- Solid cash flow, high profits



# BUILD AND GROW

## Academy

### TRANSFORMING CONSTRUCTION AND TRADE BUSINESSES

The Build and Grow Academy has been created to transform the futures of our members and their businesses.

Our insight and knowledge of your industry has developed business owners like you, to know more clearly what kind of business they truly want and how to grow and build them.

We've developed our Academy to help you progress through this journey and create a solid, profitable and scalable business as quickly as possible, so you can build a business, a team and a lifestyle you love.

**7** BUSINESS  
COURSES



**12 MONTH  
DEVELOPMENT  
PLAN**



**BUILT FOR  
CONSTRUCTION  
AND TRADES**



**ACCESS FROM  
ONLY £147+VAT  
PER MONTH**

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**OR VISIT OUR WEBSITE**  
**[WWW.EVOLVEANDGROWCOACHING.COM](https://www.evolveandgrowcoaching.com)**

BUILD AND GROW *Academy*



“

**I love working with the building and construction industry because of the amount of untapped potential there is. It is literally like finding a ‘plug’, if you’ll excuse the pun, and as soon as the hole in each business is filled, often with a system or back of house resource, the business really takes off**

”

*Alison Warner*

**FOUNDER & BUSINESS COACH**  
**EVOLVE AND GROW**

## EVOLVE AND GROW



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